

Message Text

UNCLASSIFIED

PAGE 01 GOTEBO 00227 161346Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 ICAE-00 /021 W
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R 161325Z AUG 78
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TO USDOC WASHDC
INFO SECSTATE WASHDC 0639
AMEMBASSY STOCKHOLM POUCH

UNCLAS GOTEBORG 0227

E.O. 11652: N/A
TAGS: BTRA, SW
SUBJECT: FOREIGN BUYER PROGRAM: VISIT BY GUNNAR WENNERSTROM
AND HANS SAGWALL

1. GUNNAR WENNERSTROM, MANAGING DIRECTOR AND HANS
SAGWALL REPRESENTING HANDIC BOLAGEN, BOX 156, S-421 22
VASTRA FROLUNDA, SWEDEN, TELEX 2558, WILL VISIT US
SEPTEMBER 28 TO OCTOBER 9, 1978.

2. VISITORS ARE LOOKING FOR EXCLUSIVE AGENCIES FOR BOATING
ACCESSORIES; WATER SPORTS PRODUCTS; OTHER SPORTING GOODS;
AND HIGH CLASS SPECIALIZED SPORTSWEAR AND LEISURE WEAR.

3. VISITORS WILL ATTEND THE MARINE TRADERS EXHIBITION,
CHICAGO, SEPTEMBER 29 TO OCTOBER 1978 AND US SAILBOAT
SHOW, ANNAPOLIS, MD., OCTOBER 6 TO 9. NAMES OF
HOTELS WILL BE REPORTED LATER.

4. COMPANY ESTABLISHED 1951. EMPLOYS 150 AND REPORTS
ANNUAL SALES EQUIVALENT TO US \$33 MILLION. THEY
HANDLE CB TRANSCEIVERS; HOME ELECTRONICS; BOATING
ACCESSORIES; AND OTHER SPORTING GOODS, INCLUDING
GOLF AND DOWNHILL SKIING. COMPANY IS CONTROLLED BY
NAVIGATOR WHICH IS AFFILIATED WITH THE PK BANK, A
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LEADING SWEDISH COMMERCIAL BANK. RELIABLE LOCAL CREDIT
SOURCES HIGHLY RECOMMEND BUSINESS RELATIONS.

5. PLEASE PUBLISH.
SELLING

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NNN

Message Attributes

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